

TO: Sonya Rush
FROM: Amy Friedland Fisher *AF*
SUBJECT: Virginia Slims Pack Test - Research Proposal

DATE: February 26, 1996

The following outlines the research plan to test new packaging alternatives for all Virginia Slims packings versus the current version of each packing. The objective of this research is to determine which packs are more appealing to consumers, as well as to learn more about the imagery communicated by each packaging graphic.

A total of 600 interviews will be conducted among female Virginia Slims and competitive 100's smokers, ages 25-54, in 15 geographically dispersed markets with high SDI's for Virginia Slims. Since we are testing new versions of all the Virginia Slims packings, 200 of the respondents will smoke full flavor, 200 will smoke lights, 100 will smoke ultra lights and 100 will smoke 120's. Half of the smokers will be menthol smokers and half non-menthol smokers. Both central location (mall) screening and telephone pre-recruiting using names from the PM database will be undertaken to identify these smokers.

Each respondent will be exposed, one pack at a time, to the new Virginia Slims pack design and the current pack design. The packs shown will correspond to the flavor and tar level of the respondent's regular brand (e.g. menthol full flavor smokers will be exposed to menthol full flavor packs). Upon exposure, respondents will rate each pack separately on overall opinion, opinion of stripe colors, VS bug and the tear tape. Both packs then will be placed in front of the respondent to get their overall preference, preference on specific pack-related attributes, as well as ratings on various product and imagery attributes.

To maximize sample efficiencies, full flavor and flavor low smokers will also be exposed to packs that are one tar level below their regular brand -- that is, full flavor smokers will also evaluate lights packings while lights smokers will rate the ultra light packings. These smokers will be asked to rate these packs only on overall opinion of pack, opinion of stripe colors, overall preference, stripe color preference and on cigarette attributes. This will yield a total of 1000 pack evaluations, as follows:

	<u>TOTAL EVALUATIONS</u>	<u>NON- MENTHOL</u>	<u>MENTHOL</u>
TOTAL	#	#	#
FULL FLAVOR	1000	500	500
LIGHTS*	200	100	100
ULTRA LIGHTS*	400	200	200
120'S	300	150	150
	100	50	50

*Half of the Lights pack evaluations will be obtained from Full Flavor smokers; half of the Ultra Lights pack evaluations will be obtained from Lights smokers.

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*Subject: VS Pack Test Proposal
Date: February 26, 1996
Page 2

For this research, we will need 50 packs of each of the following:

<u>VS Current</u>	<u>VS Revised</u>
Non-Menthol	Non-Menthol
Full Flavor	Full Flavor
Lights	Lights
Ultra Lights	Ultra Lights
120's	120's
Menthol	Menthol
Full Flavor	Full Flavor
Lights	Lights
Ultra Lights	Ultra Lights
120's	120's

Field work will be scheduled to begin based on the availability of the packs and will take about four weeks to complete.

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